



**Alberta  
Cattle  
Commission**

# GRASS routes

**The Alberta Cattle Producer Monthly Update**

February 1997

Call us at (403) 275-4400



**Surf the  
Cattle Industry  
Web Site at:  
[www.cattle.ca](http://www.cattle.ca)**

Several Canadian cattle organizations have jointly formed a national cattle industry website to give beef a strong and factual presence on the Internet. The site has just opened and will be continually improved and expanded.

## **1997 AGM**

The Alberta Cattle Commission annual general meeting will be held December 8-10, 1997 in Edmonton. Watch **GRASS routes** for more information.

**Cattle Market  
Information  
Slaughter Line  
(403) 274-4340  
Feeder Line  
(403) 274-4345**

## **Tough Winter and High Feed Prices Magnifies Wildlife Damage**

Cattle producers are facing their worst winter in many years in terms of **damage and loss of stored feed and standing forage due to wildlife.**

The early winter accompanied by the severity of

the snowfall and cold temperatures has forced wildlife to look for new feed supplies. Currently, there are few alternatives available to cattle producers.

After discussions with the government, **a joint ACC/Environmental Protection working group was set up to look at long**

**term solutions.**

These may include: increased coordination between wildlife managers and landholders; management tools such as predation licences; damage prevention programs such as fencing, intercept feeding and culling programs; and compensation options.

## **Lease Cost Study**

The Alberta Cattle Commission (ACC) is **organizing a grazing lease cost study in preparation for a review of the Public Lands regulation in 1998.**

The study will develop sound cost data on **grazing lease rates, transfer costs, taxes, cost of improvements, acquisition costs, etc.** The study will examine 100 representative leaseholders.

The cost of the study (approximately \$50,000) will require broad industry support. **The ACC has pledged \$10,000 and leaseholders are also encouraged to consider contributing.** Contributions can be sent to the ACC, #216, 6715 - 8th Street NE, Calgary, AB, T2E 7H7. For more information call (403) 275-4400.

Supporters of the grazing lease defence fund will be asked by letter if they wish to contribute their portion of surplus funds to the lease cost study.

## **Follow-up to the Petrochemical Study**

There are **a number of follow-up activities taking place as a result of the Alberta Cattle Commission petrochemical study released in July 1996:**

- research priorities workshops are being held to focus on what areas should be targeted for new research spending,
- the government's animal health investigation protocol will be improved,

- a flaring report has been released and a working group is studying possible solutions,
- a major toxicology report will soon be released, and
- a petroleum related diagnostic tool for veterinarians is being developed.

Watch **GRASS routes** for further updates on this issue.

## **Value-Added Beef Sales Increasing**

Value-added beef products are getting increased meat counter space in Canada's retail stores. A recent supermarket survey shows that **beef's share of the retail shelf is up two per cent over last year.**

Convenience is driving the consumption of food products which is reflected in the increase of beef convenience foods in fresh meat cases.

The latest research finds that over half (52 per cent) of consumers decide what to have for dinner sometime during the day and 35 per cent do not consider dinner choices until mealtime.

With over half of Canadian women working outside the home, it isn't surprising that more than half of meal choices are driven by the need for convenience.

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